ABSTRACT OF THE DISCLOSURE

An image forming apparatus is provided that is capable of forming an image with excellent gradation quality without affected by variations in the sensitivity characteristic of the photoreceptor and the light quantity characteristic of the LED print head among individual products. A highest gradation appropriate exposure amount appropriate for the highest gradation is calculated from the sensitivity characteristic of the photoreceptor and the light quantity characteristic of the LED print head. Then, based on the highest gradation appropriate exposure amount, an appropriate lighting time of the LEDs that is appropriate for each gradation is calculated so that the increment of the exposure amount between the gradations including the first gradation, and the lighting times of the gradations are set based on the appropriate lighting times. Then, the LEDs are lit for the lighting time set in accordance with the gradation of the inputted image data.